



Pushing Pedal Power Student Handout

Agency Name _____

Team Members _____

Assignment: Create an advertisement aimed at a specific group of people that promotes bicycling as alternative transportation.

Step 1

Identify your target audience. Examples include health conscious students, athletes, social students, shy students, people who care about the environment, etc.

Step 2

Profile your target audience. What are their likes or dislikes? How do they view themselves? What might convince them to ride a bike instead of a car? What other characteristics should your agency consider when developing its advertisement?

Step 3

Develop a catchy slogan for choosing to ride a bike as a means of transportation.

Step 4

Find a fact or statistic that will help convince your target audience to ride a bicycle.

Step 5

Develop an ad that will appeal to your target audience. Try to use the facts and statistics you found in step 4.

Step 6

Decide where your agency would place the ad in order to reach your target audience.

